

Business Trends and Outlook Survey



WHAT IS THE BUSINESS TRENDS AND OUTLOOK SURVEY?

The Business Trends and Outlook Survey (BTOS) is the successor to the Small Business Pulse Survey, a high-frequency survey that measured the effect of changing business conditions during the coronavirus pandemic and other major events like hurricanes on our nation's small businesses.

WHICH BUSINESS TYPES ARE COVERED?

BTOS data are representative of all single-location employer businesses in the U.S. economy, excluding farms. By providing continuous data with geographic and subsector detail, BTOS captures the impact of events like natural disasters and economic crises and assists in monitoring recovery efforts.

BTOS increases the scope of the Small Business Pulse Survey to include large, single-location employer businesses (those with 500 or more employees). It provides insight into the state of the economy by providing continuous, timely data for key economic measures every 2 weeks.

WHAT IS THE SAMPLE SIZE? HOW LONG WILL IT TAKE TO COMPLETE THE SURVEY?

The BTOS sample consists of approximately 1.2 million businesses with biweekly data collection. Selected businesses are split into six panels

(approximately 200,000 cases per panel) and are asked to report every 12 weeks for a year. The U.S. Census Bureau estimates that it will take the average respondent approximately 6 minutes to complete the survey, including the time for reviewing the instructions and answers.

HOW OFTEN ARE DATA RELEASED? WHAT GEOGRAPHIC AREAS ARE COVERED?

Data are released biweekly and available by sector, state, and the 25 most populous metropolitan statistical areas. Survey results give local, state, and federal officials essential, real-time data to aid in policy and decision-making. In addition, the information aids businesses in making economic decisions.

CONTACT US

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